

**#BeThere** for Every Sailor, Every Day.



## **FY-18 1 Small ACT Toolkit**

For *Every Sailor, Every Day* campaign  
implementation during 2017 Navy Suicide  
Prevention Month and throughout FY-18

Released by Navy Suicide Prevention Branch, OPNAV N171



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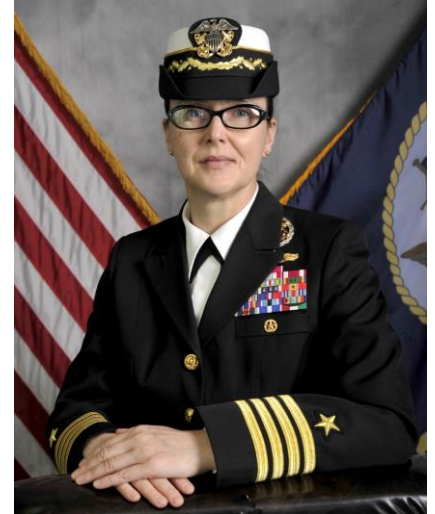


## Foreword

Shipmates,

As the new director of the Navy Suicide Prevention Branch (OPNAV N171), I would like to thank you for your commitment to helping our Sailors live full, healthy and meaningful lives. Like many of you, I have experienced the pain of losing a Sailor to suicide, and like all of you, I have resolved to make a difference.

Our programs strengthen prevention and intervention resources available to Sailors and families, but programs alone do not save lives—people do. During Suicide Prevention Month this September, I challenge you to reenergize your commitment to preventing suicide all year long. It can start with 1 Small ACT, like initiating a conversation with a shipmate who's under a lot of stress, even if that shipmate says they're fine. By remaining actively engaged with your shipmates and knowing the warning signs of suicide, you are better equipped to detect small changes in their behavior that may indicate a crisis. No Sailor should feel like they're alone. Our connections with each other are protective factors during life's most challenging times. We must be able to talk about our stress and our health, and be willing to seek the resources available to us so that we can withstand, recover, grow, adapt and overcome; attributes essential to build and maintain toughness.



For Navy and the entire Dept. of Defense, Suicide Prevention Month isn't just a 30-day observance. It's our time to refocus, come together and reenergize sustainable local engagement. This month and throughout the year, Navy Suicide Prevention Branch's *Every Sailor, Every Day* campaign will launch new tools and reinforce key concepts that motivate each of us to take action to protect ourselves and others from irreversible harm. We're getting back to the basics, focusing not only on knowing the warning signs, but recognizing them in each other and recognizing when and how to intervene. We'll offer tips to promote safety during times of increased stress, such as practicing means safety, and discuss new resources available to help Sailors recover from psychological or emotional crises, like the Sailor Assistance and Intercept for Life (SAIL) program.

The tools in this toolkit can spark engagement and awareness, but it's up to each of us to take action. I encourage you as leaders, suicide prevention coordinators, health promotion coordinators, providers and engaged shipmates to share these tools as widely as possible. Print resources and post them in high-traffic areas. Host an event that builds connection. Share facts and inspiring messages on social media. Lead by example. Whether aware of it or not, we all influence the conversation about suicide. *Every Sailor, Every Day* starts with **us**.

Very Respectfully,

Capt. Heidi Agle, USN

Director, Navy Suicide Prevention Branch, OPNAV N171



## Introduction

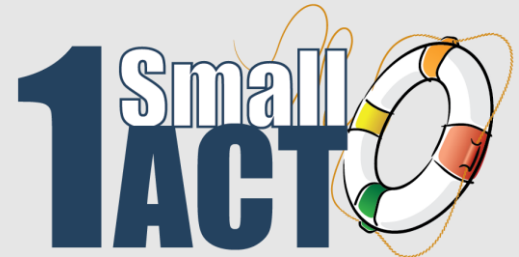
This toolkit is designed for Suicide Prevention Coordinators (SPCs), health promotion coordinators, leaders, providers and anyone who would like to join in on the fight to prevent suicide in the Navy. It contains resources to implement the *Every Sailor, Every Day* campaign locally and help educate the entire Navy community on key suicide prevention concepts and can be used throughout fiscal year 2018 (FY-18).

New *Every Sailor, Every Day* campaign resources including blog posts, social media content and printed materials will be released throughout the year on Navy Suicide Prevention Branch digital channels (below), and will be announced in Lifelink Newsletter (subscribe [here](#)).

By using the resources and products in this toolkit and online, you will help your shipmates and community members:

- Recognize stress and signs of psychological health concerns in themselves and others;
- Understand the many ways to build personal resilience and strengthen coping skills;
- Practice ways to promote safety during times of increased stress or risk;
- Become familiar with Navy's resources and policies supporting suicide prevention; and
- Practice simple ways to make a difference in the lives of *Every Sailor, Every Day*.

### Where to Access *Every Sailor, Every Day* Campaign Resources



#BeThere for Every Sailor, Every Day.

- Website: [www.suicide.navy.mil](http://www.suicide.navy.mil) > *Every Sailor, Every Day*
- Blog: [navstress.wordpress.com](http://navstress.wordpress.com)
- Facebook: [www.facebook.com/navstress](http://www.facebook.com/navstress)
- Twitter: [www.twitter.com/navstress](http://www.twitter.com/navstress)
- Flickr: [www.flickr.com/photos/navstress](http://www.flickr.com/photos/navstress)
- YouTube: [www.youtube.com/user/navstress](http://www.youtube.com/user/navstress)
- Issuu: [www.issuu.com/opnavn171](http://www.issuu.com/opnavn171)

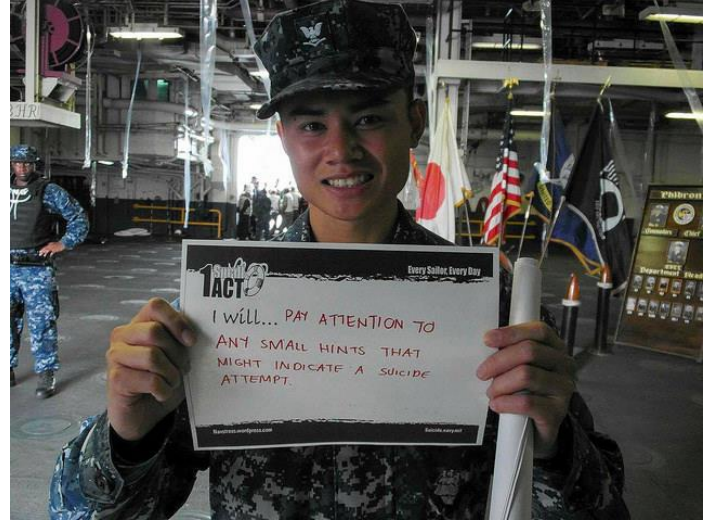




## Overview

The *Every Sailor, Every Day* campaign launched during 2014 Suicide Prevention Month and continues to serve as Navy's core Suicide Prevention and Operational Stress Control campaign. Through a variety of digital and print content, the campaign seeks to empower behavior change by providing Sailors and families with tips to support themselves and each other. The campaign promotes ongoing and active engagement to enable early recognition of risk, proactive intervention and champion seeking help.

In September 2015, 1 Small ACT was introduced as the campaign's message to encourage Sailors to take simple actions to make a difference in the lives of others. In 2016, we expanded application of this message to include individual self-care practices and coping skills, as well as means safety and psychological health resources.



**1 Small ACT will continue to serve as the *Every Sailor, Every Day* campaign's primary message.** 2017 Navy Suicide Prevention Month will introduce new resources to reinforce the 1 Small ACT message that can be used throughout the upcoming fiscal year and beyond. These resources will address core campaign topics such as self-care, fostering meaningful dialogue and psychological health and suicide, early intervention and access to resources, and lethal means safety.

## Outreach Ideas and Resources

Efforts to engage and educate your shipmates about stress navigation and suicide prevention can help promote a culture supportive of psychological health and seeking help. Suicide prevention coordinators (SPCs) should ensure that command engagement is ongoing, using September as an opportunity to reenergize the conversation and set the tone for the upcoming year. Ideas are listed below:

- Host a **viewing of the Every Sailor, Every Day video**, which uses a realistic scenario to illustrate active leadership and peer engagement. This video can be used as part of training or educational events to encourage ongoing and proactive engagement between shipmates, and to strengthen connections that can facilitate early intervention. Use the resources in this toolkit to guide discussion after watching the video. Access the full-length video here: [www.navy.mil/viewVideo.asp?id=20466](http://www.navy.mil/viewVideo.asp?id=20466). You can also share a trailer of the video on social media, which can be accessed here: [www.navy.mil/viewVideo.asp?id=20465](http://www.navy.mil/viewVideo.asp?id=20465)
- Share educational content with your shipmates. You can use the sample **social media messages** in this toolkit to post to command-owned social media channels. Include messages in your **plan of the week** using the samples provided. You can also create your own content using the **best practices, facts and graphics** in this toolkit. Visit [www.BeThe1To.com](http://www.BeThe1To.com) for Navy-specific graphics encouraging active intervention.
- Share **stories of hope and recovery** to demonstrate that help works and life counts. Visit [www.realwarriors.net](http://www.realwarriors.net) and [www.maketheconnection.net](http://www.maketheconnection.net) for testimonials from active duty service members, veterans and family members who have recovered from psychological health crises and are living full, productive and meaningful lives. Use the best practices provided in this toolkit to foster a positive narrative. Possible stories to share include:
  - Getting Through Tough Times with Support: [www.maketheconnection.net/stories/472](http://www.maketheconnection.net/stories/472)
  - I Can, I Will: [https://youtu.be/o\\_NgOafPzHQ](https://youtu.be/o_NgOafPzHQ)
  - USS George Washington Counselors Provide Outlets for Help: [www.navy.mil/submit/display.asp?story\\_id=98710](http://www.navy.mil/submit/display.asp?story_id=98710)
  - PRC Jeremy Kelsey (Ret.) Personal Story: [www.youtube.com/watch?v=wn3XtRMhXEI](http://www.youtube.com/watch?v=wn3XtRMhXEI)
- Host a **Small ACT Selfie challenge** between units, work centers or organizations, and include family members. Work with leadership to offer an incentive to the group with the most Small ACT Selfie submissions by September 30, 2017. For printable signs and guidelines, visit [www.suicide.navy.mil](http://www.suicide.navy.mil) > **Every Sailor, Every Day** > **1 Small ACT Photo Gallery**.

### USS George H.W. Bush (CVN 77)



Sailors form a human ribbon in support of Suicide Prevention Month on the flight deck of the aircraft carrier USS George H.W. Bush (CVN 77).



- Print and post the **30 Days of Small ACTs calendar** in high-traffic areas to encourage your shipmates to practice ways to support themselves and others. This printable calendar includes tips promoting positive coping skills and self-care, psychological and physical well-being, peer support and more. Access the calendar [here](#).
- Ask leaders from local commands aboard your installation (including chiefs, first classes, junior officers and senior officers) to conduct a **weekend send-off**, holding up signs with suicide prevention and stress navigation messaging at gate exits on Friday afternoons during peak outgoing traffic times (1430-1600).
  - Messaging can include recognizing warning signs, practicing lethal means safety, stress navigation tips, motivational messaging, or contact information for local or national crisis resources.
  - Work with base safety and security personnel to ensure that participants are standing in a safe zone and are not disrupting traffic flow.
  - Reach out to your local DAPA to potentially coordinate with responsible drinking send-offs to promote a range of healthy behaviors (alcohol misuse is a risk factor for suicide).
- Ask your commanding officer to declare September as Navy Suicide Prevention Month and dedicate the upcoming fiscal year toward promoting psychological health. The **sample proclamation** in this toolkit can be used as an example.
- Organize a **5K walk or run** aboard your ship or installation in support of stress navigation, suicide prevention and Total Sailor Fitness. Include various stations along the route to educate and motivate participants. Stations may include:
  - A trivia table staffed by the command SPC, health promotion coordinator and/or other key influencer. Use the information in this toolkit to develop questions related to self-care, stress zones, suicide risk and protective factors, and offer incentives to those who answer the most questions correctly;
  - A “**Small ACT Selfie**” station stocked with printed signs (available [here](#)). Participants can personalize a sign, snap a selfie or group photo and email to [navysuicideprevention@gmail.com](mailto:navysuicideprevention@gmail.com) with their names and event info for inclusion in the 1 Small ACT Photo Gallery. Following the event, collect the signs and post them throughout high-traffic areas as reminders of the simple ways to support others and one’s own psychological health.

Look out for more ways to get involved and opportunities for Navy and DoD-wide recognition throughout September and during FY-18. Send us a description of your suicide prevention efforts to be featured in the Lifelink Spotlight by tagging @U.S Navy Operational Stress Control in your Facebook content and @NavStress in your Twitter content, or email us at [navysuicideprevention@gmail.com](mailto:navysuicideprevention@gmail.com).





## Training Opportunities

On Sept. 12, 2017 at 12 p.m. EDT, Navy Suicide Prevention Branch will co-host a webinar training with Navy & Marine Corps Public Health Center's Health Promotion and Wellness Department entitled "From Awareness to Action: Lessons Learned from Navy's Annual Cross Disciplinary Case Reviews." OPNAV N171's clinical psychologist will foster an understanding of the findings from Navy's most recent cross disciplinary case reviews, focusing on better identification of risk factors and warning signs, and how to work together to close gaps. This webinar is intended for leaders, suicide prevention coordinators and gatekeepers (chaplains, first responders, legal staff, etc.) who have frequent contact with at-risk Sailors.

Register by Sept. 7, 2017 at

<https://survey.max.gov/933674>. You must have a

common access card (CAC) to register for and attend this event. A link to the archive of this training will be available on [www.suicide.navy.mil](http://www.suicide.navy.mil) > **Command & leaders > Command Training Resources**.

Throughout the year we will offer opportunities to hone your suicide prevention skillset. Visit [www.suicide.navy.mil](http://www.suicide.navy.mil) > **Command & leaders > Command Training Resources** for self-paced training for gatekeepers, information on Operational Stress Control training, links to external training resources and additional products to use in local suicide prevention trainings.


**Save the Date** 09 12 17


**From Awareness to Action: Lessons Learned from Navy's Annual Cross Disciplinary Case Reviews**

A webinar featuring OPNAV N171 (Navy Suicide Prevention Branch) and hosted by the Navy and Marine Corps Public Health Center

**Tuesday, 12 September 2017**  
**1200 - 1300 ET**

Registration is required for this webinar. You must have a Common Access Card to register/attend this webinar and registration closes 7 September 2017.

**NAVY AND MARINE CORPS PUBLIC HEALTH CENTER**  
PREVENTION AND PROTECTION START HERE







## Spread the Truth

Share the following facts and key messages to reshape the conversation about suicide, encourage seeking help and promote a culture supportive of psychological health. Additional resources to help you convey this information, such as posters and digital graphics, can be found in this toolkit and on [www.suicide.navy.mil](http://www.suicide.navy.mil).

## Suicide Prevention Facts

- **Protective factors are resources and aspects of our lives that promote healthy stress navigation and good coping skills.** They can be personal, external or environmental. Protective factors against suicide include a strong sense of community and belonging, strong connections with family and friends, comprehensive wellness and good health practices, a sense of purpose and fulfillment, access to health care, and good problem solving and coping skills.
- **Self-care is an essential component of good health and can be thought of as a set of survival skills.** Self-care includes basic activities of daily living (such as eating a balanced diet, grooming, getting adequate sleep, exercising and attending to medical concerns). It also includes activities that can enhance psychological and emotional well-being, such as journaling, meditation, social connection, counseling or therapy.
- **Risk factors for suicide are complex, but consist of a chain of events leading an individual to feel anguish and hopelessness, with the capacity to be lethal (due in part to impacted judgment and access to means).** Risk factors include a disruption in primary relationship, loss of status, feelings of rejection or abandonment, increased substance use or abuse, pending legal/disciplinary actions, transition periods and access to lethal means.
- **Annual case reviews consistently reveal that suicide risk is higher when Sailors are experiencing multiple stressors, including transitions, relationship issues and career or personal setbacks.** Active communication is important, especially when a Sailor is alone and away from his or her support networks.
- **When it comes to warning signs, remember IS PATH WARM:** Ideation, Substance abuse, Purposelessness, Anxiety, Trapped, Hopelessness, Withdrawal, Anger, Recklessness, and Mood changes. These signs may indicate that a person is at immediate risk of suicide. You don't have to see every sign to intervene.

### Did You Know?



According to Navy Suicide Prevention Branch's annual cross-disciplinary case reviews, a majority of Sailors who die by suicide experience a combination of stressors prior to death that have been historically associated with suicides in the Navy. These stressors include:

- Intimate relationship problems
- Loss (death of a friend or loved one, etc.)
- Disrupted social network
- Disciplinary and/or legal issues
- Work problems (performance and conduct, work relationships, etc.)
- Sleep problems
- Financial strain



- **Practicing means safety by ensuring that highly-lethal methods of suicide are out of reach during times of increased stress has been proven effective at preventing suicide.** Highly-lethal methods of suicide include but are not limited to firearms and some prescription medications. For added safety during times of increased stress, store personally owned firearms with a gun lock in a secured safe separate from ammunition. Gun locks may be available at your local Fleet & Family Support Center. Dispose of unwanted, unused or expired medications by emptying them into a sealable plastic bag with used coffee grounds or another undesirable substance, and throwing the bag and empty bottles in the trash. Use a dark marker to cross out your personal information from the label. The Military Health System has also established a year-round prescription drug take back program using safe, convenient and anonymous drop boxes placed at Military Treatment Facilities (MTFs). Check with your local MTF to see if they are participating in this program.
- **Per NAVADMIN 263/14, Sailors can work with their commanding officers and health professionals to arrange safe storage of their personal firearm during a high-risk period.** This applies to all Sailors (both active and reserve) and is in accordance with Section 1057 of the National Defense Authorization Act of Fiscal Year 2013.
- **Seeking help to promote personal wellness and recovery may favorably impact a person's security clearance eligibility.** Less than one percent of security clearance denials and revocations involve psychological health concerns. It's okay to speak up when you're down.
- **Most people who do consider suicide do not want to die; they want their pain to stop.** Very few people who consider suicide are determined to end their life. Traumatic life events or jolting changes may surpass a person's ability to cope and cause feelings of hopelessness and burdensomeness. While treatment should be handled by a professional, you can take the first life-saving steps by reaching out, offering hope and seeking help.
- **Suicide risk is highest in the 90 days following an attempt or other suicide-related behavior. Access to care is critical.** The Sailor Assistance and Intercept for Life (SAIL) program offers a series of caring contacts, risk assessment and reintegration assistance following a suicide-related behavior to promote recovery. Participation is voluntary and does not replace mental health services, but is designed to bring together support and tools to reduce risk and promote resilience.



## Key Messages

- 1 Small ACT can make a difference and save a life. #BeThere for *Every Sailor, Every Day*.
- *Every Sailor, Every Day* starts with US. All members of the Navy community should lead by example and take proactive steps toward strengthening physical, psychological and emotional wellness on a daily basis, recognizing when it's necessary to seek help.
- If you notice anything out of the norm from your shipmate, one conversation—1 Small ACT—can open the door for support by breaking the silence and facilitating early intervention.
- Suicide prevention is not about numbers; every life lost to suicide is one too many.
- If you think a shipmate is having trouble navigating stress, ACT (Ask, Care, Treat):
  - Ask – Ask directly, “Are you thinking of killing yourself?”
  - Care – Listen without judgment. Show that you care.
  - Treat – Get help immediately and don't leave the Sailor alone. Escort him or her to the nearest chaplain, trusted leader or medical professional for treatment.

### 1 Small ACT: Be There for Every Sailor, Every Day



Tip: Pair these messages with 1 Small ACT Photos and graphics, available on [www.flickr.com/photos/navstress](http://www.flickr.com/photos/navstress).





## Best Practices for Safe Suicide Prevention Messaging

The manner in which suicide is discussed in any setting (training, everyday conversation, public messaging, media coverage, etc.) can either motivate positive behavior or contribute to risk. All discussion of suicide should follow guidelines for safe messaging, per the National Strategy for Suicide Prevention.

- **Use objective language.** Describing a suicide attempt as “successful,” “unsuccessful” or “incomplete” frames suicide death as a desirable state. Attempts are either fatal or non-fatal. Additionally, the term “committed suicide” frames it as a crime, which can increase barriers to seeking help by reinforcing negative attitudes. Use “die by suicide” or “death by suicide” instead.
- **Always foster a positive suicide prevention narrative.** Inclusion of data and statistics should not undermine the intent to convey a positive and action-oriented message that promotes understanding of suicide risk and protective factors, encourages active dialogue about suicide and psychological health and promotes help-seeking behavior. The vast majority of those who encounter stress, adversity and/or psychological health challenges do *not* die by suicide.
- **Use numbers with discretion.** A single life lost to suicide is one too many. Extensive discussion of numbers shifts the focus away from preventive actions that can save lives. Avoid presenting suicide as an “epidemic” or common occurrence among a particular community. This can normalize suicide to those at-risk, discouraging positive action and seeking help. Always include appropriate resources within every discussion of suicide, such as the Military Crisis Line.
- **Avoid glamorizing deaths by suicide.** Although “peace” may be a desirable state for those who are encountering adversity, stating that a person found peace by taking his or her life glorifies the act. Dying by suicide may sound more attractive to those who are struggling to cope with psychological pain when it seems like an escape. Always separate the person’s positive life accomplishments from his/her final act.
- **Avoid presenting suicide as an inevitable event, or oversimplifying the cause.** Most suicidal people exhibit warning signs, which may be caused or exacerbated by mental illness and/or substance abuse disorders. However, no one should feel as though suicide is the inevitable solution. Discuss risk factors commonly associated with suicide to increase awareness and promote seeking treatment. It’s best to shift the focus away from speculated causes of a single case. Revealing unconfirmed details may lead to generalizations that could normalize the event and hinder postvention efforts.
- **Always provide information for assistance.** To promote help-seeking behavior, accompany discussions about suicide and psychological health with available resources including chaplain support, [Military OneSource](#), or the [Military Crisis Line](#).

Additional safe messaging tips are available at  
<http://suicidepreventionmessaging.actionallianceforsuicideprevention.org>.



## Sample Content

### Social Media Messages

Use the following messages to share on command or personally-owned social media channels along with the sample graphics provided in this toolkit.

#### Facebook:

- September is #SuicidePreventionMonth. Join your shipmates in the fight to prevent suicide. Visit <https://go.usa.gov/xRvg2> for resources to help you start the conversation, stay engaged and #BeThere for #EverySailorEveryDay.
- #DYK? Between 2006 and 2012 only 0.17 percent of security clearance denials or revocations were due to psychological health reasons. That's less than 1%. Seeking help can not only save your life, it can be a good indicator of the reliability and judgement needed to continue your military career. #1SmallACT #PreventSuicide
- Noticed your shipmate drinking more than usual, withdrawing from usual activities, showing signs of rage and/or expressing hopelessness? These can be warning signs of #suicide. You don't have to see every sign to ACT.
- Feeling more stressed than normal? The #BeThere Peer Support Call and Outreach Center is there to help: Call 1-844-357-PEER (7337) or send a text to 480-360-6188. #1SmallACT #EverySailorEveryDay
- Not feeling like yourself? When facing emotional challenges or extended stress, using a gun lock on your personal firearm can prevent suicide. A few extra moments to retrieve and unlock a secured firearm can interrupt the impulse for suicide and open the door for help. #1SmallACT #meansmatter

#### Twitter:

- We hope you're enjoying your day. Who can you reach out to that may be spending the day alone? #1SmallACT
- Remember you are not alone. If you need help, reach out! Share as a way to #BeThere: Call/chat 24/7: 1-800-273-8255, press 1 or text 838255
- Feeling more stressed than usual? The #BeThere Peer Support & Outreach Center is here for you: Call 1-844-357-PEER or visit [www.BeTherePeerSupport.org](http://www.BeTherePeerSupport.org).
- Quiz yourself. Do you know the warning signs of #suicide? #ISPATHWARM
- Not feeling like yourself? Using a gun lock on your personal firearm can #preventsuicide. #1SmallACT

## Graphics

The following social media graphics are available for download from the *Every Sailor, Every Day* webpage on [www.suicide.navy.mil](http://www.suicide.navy.mil) and [www.flickr.com/photos/navstress](http://www.flickr.com/photos/navstress). These graphics can be paired with sample social media messages and used on other materials in support of Navy Suicide Prevention Month and the *Every Sailor, Every Day* campaign. Some graphics are also available as posters (noted where applicable), which can be ordered from the [Naval Logistics Library](#).

Graphic Thumbnail

Are you or someone you know on a path to suicide?

# Know the WARNING SIGNS!

I	P	W		Ideation Substance Abuse
S	A	A		Purposelessness Anxiety Trapped Hopelessness
	T	R		Withdrawal Anger Recklessness Mood Change
	H	M		

You don't have to see every sign to ACT.

Help is always available through the Military Crisis Line. Call 1-800-273-TALK (press 1), text 838255 or visit [www.militarycrisisline.net](http://www.militarycrisisline.net)

**Small 1ACTO**  
#BeThere for Every Sailor, Every Day.

Every Sailor, Every Day

[navstress.wordpress.com](http://navstress.wordpress.com)

## PROPERLY STORING YOUR FIREARM CAN HELP PREVENT SUICIDE

A few extra moments to retrieve and unlock your firearm can interrupt the impulse for suicide and open the door for help.

**DID YOU KNOW?**  
Firearms are the most common method of suicide in the US and military.<sup>1</sup>

<sup>1</sup><https://www.fishbase.org/newsroom/military-suicide>

Most who died by suicide were in crisis and were not mentally ill.

When under more stress than usual, using a gunlock on your personal firearm can help prevent suicide. Store in a secured safe or cabinet separate from ammunition.

**Small 1ACTO**  
#BeThere for Every Sailor, Every Day.

Every Sailor, Every Day

[navstress.wordpress.com](http://navstress.wordpress.com)

Description & Link

Social media image describing warning signs of suicide. For use on Facebook, Twitter, Instagram and Google+ accounts operated by commands, organizations and/or individuals. This image is also available for download as a printable 8.5"x11" poster and for bulk ordering from the Naval Logistics Library.

Social Media Graphic Poster

Part of an ongoing series of social media images addressing lethal means safety during times of increased stress. For use on Facebook, Twitter, Instagram and Google+ accounts operated by commands, organizations and/or individuals.

Social Media Graphic Poster





#BeThere for Every Sailor, Every Day.

## FY-18 1 Small ACT Toolkit

### UNDER MORE STRESS THAN USUAL?

- Take a few extra precautions to store your firearm.



Store firearms unloaded with a gunlock in a secured cabinet, safe or case.



Closets, drawers and shoeboxes are not safe locations!



Keep ammunition in a separate secured storage location.



#BeThere for Every Sailor, Every Day.



A few extra moments to retrieve and unlock your firearm can interrupt the impulse for suicide and open the door for help.

Every Sailor, Every Day

navstress.wordpress.com

Part of an ongoing series of social media images addressing lethal means safety during times of increased stress. For use on Facebook, Twitter, Instagram and Google+ accounts operated by commands, organizations and/or individuals.

Social Media Graphic  
Poster

### not feeling like yourself?



Sailors are encouraged to consider storing their personal firearm during highly stressful periods. Commands are encouraged to work with Sailors to recognize those who need help and offer to store their weapons, per NAVADMIN 263/14.

Help is always available through your local Navy chaplain, Fleet and Family Support Center or the Military Crisis Line at 1-800-273-TALK (Press 1).



#BeThere for Every Sailor, Every Day.

Every Sailor, Every Day

navstress.wordpress.com

Part of an ongoing series of social media images addressing lethal means safety during times of increased stress. For use on Facebook, Twitter, Instagram and Google+ accounts operated by commands, organizations and/or individuals.

Social Media Graphic  
Poster

This year, the *Every Sailor, Every Day* campaign has partnered with the National Suicide Prevention Lifeline's #BeThe1To campaign to help illustrate how to intervene when you recognize warning signs in others. Starting in September, you can visit [www.bethe1to.com/join/](http://www.bethe1to.com/join/) to access these customized graphics or find them on the *Every Sailor, Every Day* campaign's Flickr page at [www.flickr.com/photos/navstress](http://www.flickr.com/photos/navstress).



## Plan of the Week Notes

The below Plan of The Week Notes can be used during Suicide Prevention Month or throughout the year. For Plan of the Week Notes aligning suicide prevention and psychological health with monthly health topics addressed by the *Every Sailor, Every Day* campaign, subscribe to Lifelink Newsletter.

- Noticed a friend posting thoughts about suicide on social media? Take the post seriously. Even if it seems like he or she may be joking or casually venting, remember that people may use humor to hide their pain. Reach out to your friend and ask if he or she is considering suicide. Share contact information for resources such as a chaplain, trusted leader, or Military Crisis Line (1-800-273-TALK, Option 1). Facebook, Twitter and Instagram have safety teams standing by to help you help your friend, and can offer your friend additional resources. Read more about reaching out to Facebook, Twitter and Instagram safety teams here: <http://www.guardyourhealth.com/health-topics/suicide-prevention/social-media/>.
- Talking to someone and seeking professional resources are important parts of overall self-care. If you're feeling more stressed than usual, reach out to the BeThere Peer Support Call and Outreach Center at 1-844-357-PEER (7337) or send a text to 480-360-6188. All communications are anonymous, free, confidential and available 24 hours a day, seven days a week. Learn more at [www.betherepeersupport.org](http://www.betherepeersupport.org).
- During times of increased stress, taking a few added precautions can be life-saving. Store personally owned firearms with a gun lock in a secured safe separate from ammunition. Fleet and Family Support Centers are offering free gun locks while supplies last. You can also work with your commanding officer to store your personal firearm when you're encountering challenges. Check out NAVADMIN 263/14 for more. Life counts.
- Analysis of the recent National Survey on Drug Use reveals a strong association between prescription drug misuse and suicidal ideation. You can decrease risk of misuse by properly disposing of your unused, unwanted or expired prescription drugs on Saturday, October 28 during National Prescription Drug Take Back Day. For local Take Back locations, visit [https://www.deadiversion.usdoj.gov/drug\\_disposal/takeback/](https://www.deadiversion.usdoj.gov/drug_disposal/takeback/). For more information on DoD Drug Take Back efforts, visit <https://go.usa.gov/xXQ5d>.
- Not only does proper nutrition help you maintain a healthy weight, it also can help stabilize your mood. Nutrient-dense foods, such as 100-percent whole grains, lean protein, fruits and vegetables fuel your body and mind in ways that can help you boost your health, navigate stress and balance your mood: <https://navstress.wordpress.com/2015/08/13/food-and-mood-eat-healthy-mitigate-stress/>.
- When you sleep your brain goes through a "wash cycle," removing toxins that can lead to or aggravate both physical and mental illnesses. Strengthen resilience and promote well-being with these tips for a good night's sleep: <https://navstress.wordpress.com/2015/07/16/recharge-your-resilience-with-a-good-nights-sleep/>.
- Feeling tense? Take two minutes to sit in a comfortable upright position with your eyes closed or gazing at a neutral point. Count your inhales and exhales. When you reach eight, start again. For more quick stress busters, check out [www.facebook.com/navstress](http://www.facebook.com/navstress).



## Sample Commanding Officer's Proclamation

An official proclamation signing by your commanding officer (CO) is a great way to publicize the kick-off for fiscal year 2018's suicide prevention activities and promote ongoing engagement. Below is sample proclamation verbiage (easily converted to an official memo format if better aligned with your CO's communication style).

### Navy Suicide Prevention Month 2017: Be There for Every Sailor, Every Day

WHEREAS, each member of the Navy team is valued and irreplaceable, whether active duty, reserve, civilian, contractor, or family member; and

WHEREAS, all members of the Navy community should lead by example and take proactive steps to build resilience, navigate stress and strengthen one's own psychological and physical health on a daily basis, recognizing when it's necessary to utilize available resources for support in navigating challenges; and

WHEREAS, sharing stories of help, hope, recovery and resilience fosters a positive and powerful suicide prevention narrative; and

WHEREAS, empowering Sailors to recognize risk factors and warning signs, and speak openly about psychological health and suicide builds trust, reduces barriers to care and enables early intervention; and

WHEREAS, everyone in the Navy community has an obligation to ACT (Ask, Care, Treat) when a Sailor shows signs of distress; and

WHEREAS, one small act by a shipmate, leader or family member to encourage healthy behaviors, offer support and uphold seeking help as a sign of strength can make a difference and may save a life; and

WHEREAS, suicide prevention in the Navy is not just an annual observance – it's a commitment for us to support every sailor, every day.

**Now**, therefore, be it resolved that I [NAME OF OFFICIAL, TITLE OF OFFICIAL], do hereby proclaim **September 2017** as

### **NAVY SUICIDE PREVENTION MONTH**

and encourage commands, Sailors, Marines, civilian, and contractor employees and their families to be there for every sailor, every day.





## Additional Materials

The following printable graphics and fact sheets can be posted in high-visibility areas or shared online through social media.

Product	Description	Link
30 Days of Small ACTs Calendar	30 Small ACTs to practice being there for yourself or others. Includes tips promoting positive coping skills and self-care, psychological and physical well-being, peer support and more. Can be repurposed as Plan of the Day Notes. Print and post in high-traffic areas or share electronically to promote engagement.	<a href="#">Calendar</a>
Stress Continuum Social Media Graphic	At-a-glance view of stress zones, developed by Navy Suicide Prevention Branch's Operational Stress Control Program. Also available as a magnet (order through Naval Logistics Library).	<a href="#">Graphic</a>
Principles of Resilience Social Media Graphics	Definitions of the five Principles of Resilience which can be applied in daily life to promote healthy stress navigation. Developed by Navy Suicide Prevention Branch's Operational Stress Control Program.	<a href="#">Full Graphic</a> <a href="#">Predictability</a> <a href="#">Controllability</a> <a href="#">Relationships</a> <a href="#">Trust</a> <a href="#">Meaning</a>
Communications with Medical Providers Regarding Mental Health Treatment	At-a-glance information for use by commanders and key personnel (such as SPCs) to help dispel misperceptions among Sailors regarding communication about mental health treatment. Developed by Navy Bureau of Medicine and Surgery (BUMED) Psychological Health Advisory Board.	<a href="#">Infographic</a>
Commanding Officer's Suicide Prevention Program Handbook	Resource guide for commanders and SPCs including additional information and tools, such as training resources. <i>Note: An updated version of this resource will be released early FY-18.</i>	<a href="#">Handbook</a>
Real Warriors Campaign Materials	Posters and fact sheets containing motivational messaging, resources for seeking help and tips for staying mission ready developed by the Real Warriors Campaign.	<a href="#">Online Catalog</a>
Guard Your Health Campaign Materials	Suicide prevention articles and support database from Army Nationals Guard's Guard Your Health campaign.	<a href="#">Suicide Prevention Articles</a> <a href="#">24/7 Support Database</a>
Navy & Marine Corps Public Health Center September HPW Toolbox	Additional psychological health and suicide prevention resources for health promoters, command leadership, SPCs, chaplains and providers.	<a href="#">Online Toolbox</a>



### Where to get help:

- Your local Navy chaplain, Fleet and Family Support Center (FFSC) or medical
- Military Crisis Line: call 1-800-273-TALK, Press 1; text 838255; visit [www.militarycrisisline.net](http://www.militarycrisisline.net)
- BeThere Peer Support Call and Outreach Center: 1-844-357-PEER, text 480-360-6188 or visit [www.betherepeersupport.org](http://www.betherepeersupport.org)
- Military OneSource: [www.militaryonesource.mil](http://www.militaryonesource.mil)

### Additional sources of information:

- Defense Suicide Prevention Office: [www.dspo.mil](http://www.dspo.mil)
- Suicide Prevention Resource Center: [www.sprc.org](http://www.sprc.org)
- American Foundation of Suicide Prevention: [www.afsp.com](http://www.afsp.com)
- Human Performance Resource Center: [www.hprc-online.org](http://www.hprc-online.org)
- Navy & Marine Corps Public Health Center: <http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/default.aspx>
- Real Warriors Campaign: [www.realwarriors.net](http://www.realwarriors.net)
- Guard Your Health Campaign: [www.guardyourhealth.com](http://www.guardyourhealth.com)

*Every Sailor, Every Day* campaign resources and materials will be released throughout September and fiscal year 2018 on [www.suicide.navy.mil](http://www.suicide.navy.mil). Follow us on [Twitter](#) @NavStress and [Flickr](#) @OPNAVN171, like us on [Facebook](#) @U.S Navy Operational Stress Control, and subscribe to our [NavyNavStress](#) blog for more.